

A Discourse Analysis of Attitude Resources in Two Political Eulogies: A Comparative Study

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ABSTRACT: This study aims at investigating the evaluative strategies used by eulogists to reveal their feelings, judgements and appreciations. It also aims at specifying the most dominant attitudinal sub-system and the reason of its dominance. Furthermore, the study takes into account the orientation of feelings, judgements and appreciations towards deducting whether they are direct or indirect, positive or negative. In this respect, two samples of political eulogies have been chosen for the analysis which are; first, Charles Spencer's eulogy of Princess Diana, and second, Barrack Obama's eulogy of John McCain. Results crop to prove that the two eulogies have similar and different indications and ways of expressing the feelings. The adjectives are appropriately used to describe and/or evaluate the deceased, his situations and attributes and finally gender and relationship differences between the eulogist and the eulogized play a fundamental role in expressing the feelings, judgments and appreciations. The study comprises two parts: a theoretical background to discuss the concept of discourse, discourse analysis, eulogy and the chosen model, Martin and White's (2005) Appraisal Theory, and a practical part which involves the analysis of attitude resources detected in the selected texts.

Keywords: Discourse, Discourse Analysis, Eulogy and Appraisal Theory.

1. Introduction

Speakers and writers use language to show their feelings, judgments, and viewpoints about other people, things and situations. Many funeral ceremonies, in modern Christian societies, involve what is known as 'eulogy'. Eulogy is a commendatory oration, composed particularly to honor a deceased

individual. It gives the speaker the opportunity to reveal his/her emotions, evaluations of the deceased's character, and appreciation of certain situations and memories.

2. A Theoretical Background

This part of the study presents the definition of discourse and discourse analysis. It also reviews the concept of eulogy, evaluation and Martin and White's (2005) Appraisal Theory.

2.1. Discourse

Discourse is a term with several related meanings. It can refer to any form of language in use, more specifically to spoken language (Brown and Yule 1983: viii), or language above the level of the sentence or clause (Stubbs 1983: 9). **Discourse** can also refer to particular contexts of language use, and in this sense, it becomes similar to concepts like genre or text type (Baker and Ellece, 2011: 31). Foucault (1972: 49), defines the term more ideologically as "*practices which systematically form the objects of which they speak.*" Burr (1995: 48) takes Foucault's statement to the next level by stating that **discourse** is a set of meanings, metaphors, representations, images, stories, statements and so on that, together, in some way, produce a particular version of events, each with a different story to tell and a different way of representing it to the world.

Fairclough (2003: 17) defines **discourse** as a specific way of elucidating some part of the physical, social and psychological world. Discourses are different in how social events, abstractly or concretely, are represented, what is excluded or included, and how more particularly the processes and relations, social actors, time and place of events are represented. According to Jorgenson and Phillips (2002: 7), **discourse** is a form of social action that displays a part in producing the social world involving knowledge, identities, and social relations. In the words of Jaworski and Coupland (2006: 3), **discourse** "*is language use relative to social, practical and cultural information.*"

2.2. Discourse Analysis

Discourse analysis is an approach to the analysis of language that looks at patterns of language across texts as well as the social and cultural contexts in which these texts appear (Paltridge, 2012: 1). In this sense, according to Jones (1983: 2 as cited in Al-Nussairi 2021: 8), discourse analysis is not only the study of language, but how people use it in real life situations to do things, to argue, or to persuade. Discourse analysis, as Johnstone (2008: 6) states, is concerned with how speakers indicate their semantic intentions and how hearers interpret what they hear, thus discourse analysis is an interpretive analytical approach.

For Fairclough (1992: 4), discourse analysis is a three-dimensional approach. Any discursive event is seen as being a piece of a **text**¹, a discursive practice and/or a social practice. The '**text dimension**' attends to language analysis of texts. The '**discursive practice dimension**' specifies the nature of the processes of text production and interpretation. The '**social practice dimension**' attends to issues of concern in social analysis such as the institutional and organisational circumstances of the discursive event and how that shapes the nature of the discursive practice.

¹ A **text** here refers to any product whether written or spoken, so that the transcript of an interview or a conversation, for example, would be called a 'text'.

Richards and Schmidt (2010: 174) refer to discourse analysis as the study of both spoken and written discourse. They clarify that discourse analysis is concerned with the study of how participants are capable to form larger meaningful units including paragraphs, conversations, or interviews, how the interlocutors choose a suitable article, pronoun, tense and their impact on the structure and discourse, and how the speakers form the moves to achieve a new topic, change the topic, or assert a higher role related to other participants.

2.3. The Concept of Eulogy

A eulogy is a speech delivered in praise of a person(s) or thing(s), particularly one who has recently passed away as a remembrance of his/her life; it is also called ‘ceremonial’ or ‘consolation speech’. The term eulogy is of a Greek origin, meaning ‘to **ble**ss’ or ‘to **pr**aise’ (Kent, 1997: 37). However, according to Morris (2009: 181 as cited in Khudher, 2017: 63), eulogies can be delivered to honor and praise a living individual upon retirement, or to show gratitude before someone dies as a form of appreciation.

Historically, eulogies were first developed by the ancient Greeks. Plato and Aristotle, for instance, discussed the importance of funeral speech or commemoration of those who had fallen in battles for their country (Ziolkowski, 1981: 201). Similarly, Kent (1997: 37), asserts that Greek and Roman eulogies were reserved for individuals who had lost their lives in the service of the state i.e. to glorify the state.

Peterson (1983: 174) states that a eulogy has two salient features which set it apart from most other forms of public address. Firstly, it is meant to be delivered at a ceremonial occasion to praise the subject; and, secondly, it is designed to be heard by an audience that already shares the speaker’s respect, affection or admiration for the person being eulogized/praised. Thus the speaker’s task, is, to heighten the auditor’s feelings of regard, love, or appreciation.

Brownlow and Davis (1974: 220) identifies two functions of eulogies: (1) to express personal and public grief, and (2) to deepen appreciation and respect for the deceased. On the other hand, Jamieson (1978 as cited in Scott, 1998: 3), offers five basic functions of eulogies based on audience’s needs: (1) to establish the reality of death to a disbelieving audience; (2) to help audience deal with their own sense of mortality; (3) to change the relationship between the living and the dead from present to past; (4) to console the audience by arguing that the deceased person “lives on” in some capacity and (5) to reaffirm a sense of identity for the community.

Eulogies are different. Some are quite sorrowful; some express personal stories, and others are funny. Eulogies touch our hearts since they remind us of how great and special a person’s life can be. Funeral orations in the past were boring and dull, lacking any elements of joy. They express little or no remembrance of the eulogized individual (Harris, 2007: 2-3

2.4. Evaluation

Hunston and Thompson (1999: 5-35) as cited in Khudher (2017: 13) define evaluation as “a broad term that covers the expressions of the speaker’s/writer’s attitude towards viewpoint on, or feelings about the entities or propositions that he/she is talking about”. They also mention that evaluation is an area of study in which grammar, semantics, pragmatics, discourse are interwoven. They add that expressions of opinions are indicated by a great range of lexical, grammatical and textual approaches.

Hunston (2011: 12-13) stresses that evaluation takes on the form of personal, private, subjective; evaluative statements are declared only by their speakers. Evaluation also takes place within a social and ideological framework. In fact, the two interactions of evaluation are located within a value system. Thus, evaluation is context-dependent, so taking an item out of its context is potentially an unreliable indicator of the evaluative meaning.

Evaluation is dealt with within the appraisal theory. It includes different types of attitudes in a text: the feelings which are involved, and how values are sourced. It has to do with evaluating people's feelings, characters and things. The model of evaluation, presented by Martin and White, has been developed within the systemic functional linguistics. Systemic functional linguistics focuses on language in use, and on the idea that language is used as a resource for ideational, interpersonal, and textual meaning (Martin and White, 2005: 7).

2.5. Appraisal Theory

Appraisal Theory shows the way by which certain inter-subjective and ideological positions are negotiated, naturalised and expressed by speakers or writers via using different linguistic resources. In other words, appraisal theory is particularly about the language 'evaluation, attitude and emotion', and encompasses a set of resources that indicates the interpersonal positioning of the text's proposition. Thus, this theory offers a possibility to interpret meanings that their function is to convey positive or negative values. The theory discusses how the directness of such attitudinal utterances is strengthened or weakened, and how speakers or writers engage dialogistically with previous utterances or speakers, and engage with potential respondents to the current value position (White, 2015: 1, as cited in Hussein, 2019: 52-53).

The goal of appraisal theory is to describe how interpersonal meanings are identified through several linguistic ways. The theory draws attention to the ways in which speakers or writers establish particular identities, and where they place themselves in relation to their addressees. Consequently, an interpersonal functionality was developed. Appraisal theory is an element in the system of interpersonal semantics, and it is arranged into three domains: **attitude**, **engagement** and **graduation** (Orwenjo, et al 2016: 130).

An essential idea of appraisal theory is that the users of a language employ evaluative resources *"for negotiating our social relationship by telling our listeners or readers how we feel about things and people, in a word, what our attitudes are"* (reference). Appraisal theory consists of three categories: **attitude** (emotional or affective evaluation), **engagement** (resources for positioning the author's voice with respect to proposition, and proposals conveyed by a text, (by means of modals of probability, attribution, reality phases...), and **graduation** (intensifying or weakening the degree of force or focus). These three systems can be further sub-divided. **Attitude** is divided into three domains of feelings depending on the nature of appraisal; these are: affect, judgment and appreciation. **Engagement** consists of two sub-systems: monoglossia and heteroglossia. **Graduation** also has two sub-systems: force and focus (Martin and Rose, 2007: 25-46-59).

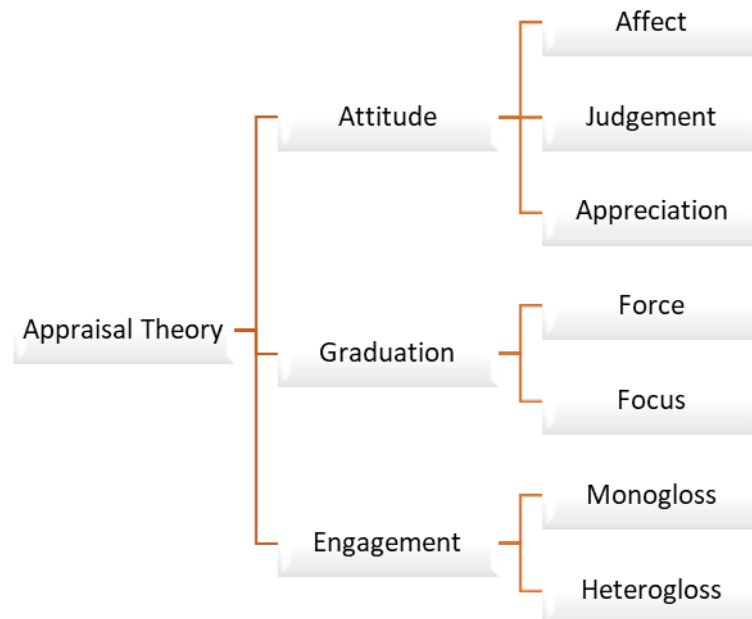


Figure (1): An Overview of Appraisal Theory Framework
Adopted from Martin and White (2005: 38)

2.5.1. Attitude

According to Martin and Rose (2007: 26-28), attitudes are concerned with evaluating things, people's character and their feelings. Such evaluations can be more or less intense. Moreover, attitudes can be the writer's own or are attributed to some other sources. These are the three aspects of appraisal – attitudes, how they are amplified, and their sources. Technically, resources for expressing feelings are referred to as '**affects**'; resources for judging character are '**judgement**' and resources for evaluating the worth of things are '**appreciation**'.

Bloom and Aragon (2010: 250) state that attitude is a system that is accountable for expressing appraisals such as emotions, reactions, social judgments and aesthetic evaluation. The attitude system classifies the grammatical type of the opinion into three types: **affect** indicates an emotional state (happy, angry). Affect is the most explicit type of appraisal since it is centred on the person experiencing the emotion. **Judgement** focuses on a person's behaviour in a social context (he's evil, she is smart). **Appreciation** evaluates the intrinsic qualities of an object (it's beautiful, this's a bad day). Read and Carroll (2012: 424 as cited in Jumaa ,2021: 36) consider that the system of attitude takes into account the orientation of an attitude, which is either positively or negatively expressed.

2.5.1.1. Affect

Affect is concerned with the emotional disposition and response. It helps people to express their feelings in discourse. Affect falls into two general ways: firstly, an affect is either **positive**, indicating good feelings or **negative**, pertaining to bad feelings. Secondly, people can express their feelings directly as we can deduce how people feel indirectly from their behaviour. This means that affects can be **direct** or **implied** (Martin and Rose, 2007: 29). A direct positive affect can be inferred from sentence (1), and a direct negative affect can be realised in sentence (2):

- (1) *We were **ecstatic**.*
 (2) *I was **torn to pieces**.*

However, in sentence (3), the metaphor plays a role in expressing an implied negative feeling:

(3) *Eyes bewildered, but dull like the dead.* (Martin & Rose, 2007: 31)

Martin and White (2005: 46-49) classify affect into the following factors:

- A. Are the feelings positive as in (4) or negative as in (5):
 (4) *The captain was **happy**.*
 (5) *The captain was **sad**.*
- B. Are the feelings recognised as behavioural surge as in (6) or mental process as in (7):
 (6) *The captain **wept**.*
 (7) *The captain **disliked** leaving/ The captain **felt sad**.*
- C. Are the feelings construed as general ongoing mood as in (8) or are directed towards some specific emotional trigger as in (9):
 (8) *The captain was **sad**.*
 (9) *Leaving **displeased** the captain.*
- D. Are the feelings expressed more or less intensely? In other words, are they graded towards the lower valued end of a scale of intensity as in (10) or towards the higher valued end as in (12); or somewhere in between as in (11)?
 (10) **Low:** *The captain **disliked** leaving.*
 (11) **Median:** *The captain **hated** leaving.*
 (12) **High:** *The captain **detested** leaving.*
- E. Are the feelings fall into un/happiness, in/security and dis/satisfaction? The **un/happiness** variable covers emotions related to ‘affairs of the heart’ such as sadness, hate, happiness and love as in (13); the **in/security** variable covers emotions related to anxiety, fear, confidence and trust as in (14); the **dis/satisfaction** variable covers emotions related to displeasure, curiosity, respect as in (15):
 (13) **Un/happiness:** *They felt **sad/happy**.*
 (14) **In/security:** *They felt **anxious/confident**.*
 (15) **Dis/satisfaction:** *They felt **fed up/absorbed**.*

2.5.1.2. Judgement

The sub-system of judgement allows speakers to express their attitudes to people and the way they behave. Judgement can be divided into two categories: ‘**social esteem**’ (personal judgement) and ‘**social sanction**’ (moral judgement). Social esteem is subcategorised into ‘**normality**’ (how unusual someone is), ‘**capacity**’ (how capable someone is), and ‘**tenacity**’ (how resolute someone is). Social esteem can be positive (acts of admiration) and/or negative (acts of criticism). Social sanction is subcategorised into ‘**veracity**’ (how truthful someone is) and ‘**propriety**’ (how ethical someone is). Social sanction can be positive (acts of appraisal) and/or negative (acts of condemnation) (Martin and White, 2005: 52).

Martin and Rose (2007: 32-33) assert that judgement can be either **direct** or **implied**. Sentence (16) exemplifies a direct positive personal judgement, sentence (17) contains a direct negative personal judgement, and sentence (18) illustrates an implied positive personal judgement:

- (16) *Mike is an **intelligent** and **energetic** person.*
- (17) *John is a usually a **bad-tempered** and **weird** man.*
- (18) *Henderson works in a top security structure. i.e. admirable role.*

However, Martin and Rose (2007: 33) mention that moral judgement can also be either positive or negative, direct or implied. Sentence (19) is a direct positive moral judgement, whereas sentence (20) is a direct negative one. Alternatively, sentence (21) is an implied moral judgement:

- (19) *It is almost hard to find an **honest** fellow like you.*
- (20) *I cannot describe how **greedy** that man was.*
- (21) *I love and respect Nelson Mandela. i.e. implied something praiseworthy of Nelson Mandela.*

2.5.1.3. Appreciation

The sub-system of appreciation is construed to our evaluations of 'things', particularly things we make and performances we give. Appreciation is divided into three categories: the first is '**reactions**' to things (do they catch our attention; do they please us?); the second is '**composition**' (balance and complexity), and the third is '**value**' (how innovative, authentic, timely...) (Martin and White, 2005: 57).

Martin and White (2005: 57) add that grammatically, we might think of **reaction**, **composition** and **valuation** in relation to mental processes – the way we look at things (our gaze). **Reaction** is concerned with affection (emotive – 'it grabs me', desiderative – 'I want it'); **composition** is concerned with perception (our view of order), and **valuation** is related to cognition (our considered opinions).

According to Martin and Rose (2007: 38), appreciation can be positive as in (22) or negative as in (23):

- (22) *A **beautiful** relationship.*
- (23) *A **frivolous** question.*

3. Data Analysis

The attitude system is defined as a means to express human feelings, judge behaviour and evaluate things. This paper primarily focuses on the attitude system of appraisal theory in Spencer's eulogy of Princess Diana and Obama's eulogy of John McCain

3.1. Analysis of Attitudinal Resources in Diana's Eulogy

This section shows the analysis of the attitudinal resources in Spencer's eulogy of Princess Diana.

3.1.1. Analysis of Affect

A number of prominent examples that exemplify affect are:

- (1) *We were all **despaired** at our loss over the past week...*
- (2) *She **sparkled** of course, but I would rather **cherish** the days I spent with her in March...*

- (3) *We will all feel **cheated** that you were taken from us so young...*
 (4) *...and will always respect and **encourage** them in their royal role.*
 (5) *Without your God-given sensitivity, we would be **immersed** in greater ignorance at the anguish of AIDS and HVI sufferers, ...*

Charles Spencer's sadness, in sentence (1), makes the funeral ceremonies more tearful. This sadness pertains to sorrow which is expressed deeply. The verb '**despaired**' shows a negative mental state which belongs to the subcategory of '**unhappiness: misery**'. In sentence (2), the bereaved brother admires Diana's way of behaving in all aspects of life. His choice of powerful words makes the statement of admiration more heart-felt. '**Sparkled**', is a direct and positive verb which portrays the uniqueness of Diana. It belongs to the subcategory of '**satisfaction: admiration**' and it denotes a mental state. Spencer goes on to declare that he is interested in remembering how he had lovely days with Diana in March when she came to see him and his children in South Africa. He is interested in making this time as a distinguished and endeared memory of his sister. The verb '**cherish**' is included within the subcategory of '**satisfaction: interest**' and it reveals another mental state. In sentence (3), the appraiser expresses his displeasure that Diana had been taken so young. The verb '**cheated**' shows a direct and negative mental state and it can be described as one that expresses '**dissatisfaction: displeasure**'. Spencer pledges that he will confidently help William and Harry in their life, particularly in their royal roles. The direct, positive verb '**encourage**' in sentence (4) belongs to the subcategory of '**security: confidence**' and it conveys a mental state. In sentence (5), the appraiser applauds Diana's special attributes and commends the way she fought to help humanity see the deadly anguish of AIDS (Acquired Immune Deficiency Syndrome) and HIV (Human Immunodeficiency Virus). Diana's humanitarian efforts are further eulogized when her brother mentions how she cared about the homeless, isolation of lepers and the random destruction of land mines. The verb '**immersed**' expresses a feeling of '**insecurity: disquiet**'; it denotes a mental state.

3.1.2. Analysis of Judgement

A number of examples are available in the text such as:

- (6) *I am so proud to be able to call my sister: the **unique**, the **complex**, the **extraordinary** and **irreplaceable** Diana, ...*
 (7) *Diana remained throughout a very **insecure** person at heart, almost **childlike** in her desire to do good for others.*
 (8) *Diana was... someone with a natural nobility who was **classless**...*

Spencer, in sentence (6), describes explicitly and positively the qualities of his sister. She is one of a kind and exceptional. She was a person that cannot be easily understood and it is unlikely to see the like of her. The positive adjectives '**unique**', '**complex**', '**extraordinary**' and '**irreplaceable**' belong to the subcategory of '**social esteem: normality**'. In sentence (7), Diana is described as being an insecure person at heart. This indicates how the appraiser sees his sister. Albeit the power of the position she had as the Princess of Wales, she remained fragile inside, which is reflected in the adjective '**childlike**' in the same sentence. Her childlike being can be seen in her truthful, honest manner. The adjective '**insecure**' is used directly and negatively and it belongs to the subcategory of '**social esteem: capacity**', whereas the adjective '**childlike**' is used directly and positively and it belongs to the

subcategory of ‘**social sanction: veracity**’. Diana was very respectful, kind, caring and modest and this is obviously manifested in sentence (8) when Charles Spencer describes Princess Diana as being classless, someone with a natural nobility. The adjective ‘**classless**’ is a positive and direct judgement which indicates the subcategory of ‘**social sanction: propriety**’.

3.1.3. Analysis of Appreciation

Some examples available in the texts are:

- (9) *But your **greatest** gift was your intuition, and it was a gift you used wisely.*
- (10) *I pledge that we, your blood family, will do all we can to continue the **imaginative** and **loving** way in which were steering to these two exceptional young men.*
- (11) *It is a tribute to her level-headedness and strength that despite the most **bizarre** life imaginable after her childhood...*
- (12) *We find in your **instinctive** feel for what was really important in all our lives.*

Diana was a caring, intelligent and modest person, but the greatest among all her qualities is her intuition. The adjective ‘**greatest**’ in sentence (9) is utilised by the appraiser to describe how immense this special gift was, and how wisely it was used. This instance of appraisal belongs to the subcategory of ‘**reaction: quality**’. Princess Diana’s care for her sons William and Harry was evident to everyone, and it has a huge influence on Spencer’s inner self. The speaker praises her delightful and charming way of showing care. Adjectives like ‘**imaginative**’ and ‘**loving**’ in sentence (10) are direct and positive; they belong to the subcategory of ‘**reaction: impact**’. Spencer, in sentence (11), declares that Diana has led an unbalanced life, one that has many setbacks, media attention, and fame. However, she remained intact, true to herself and to the people around her. She remained someone that can be trusted. The adjective ‘**bizarre**’, which belongs to the subcategory of ‘**composition: balance**’ is employed directly and negatively. In sentence (12), Spencer appraises Diana’s innate feelings towards everyone. This natural inborn gift made Diana capture the hearts of millions of fans who would miss the lovely lady who was full of surprises. Spencer directly and positively evaluates Diana’s feeling. The adjective ‘**instinctive**’ indicates the subcategory of ‘**valuation**’. Table (1) shows the attitudinal resources in Princess Diana’s eulogy:

Table (1): Attitudinal Resources in Princess Diana’s Eulogy

Appraising Items	Affect	Judgement	Appreciation
Extraordinary			+Valuation
Lost	-Happiness		
Remarkable			+Valuation
Standard-bearer		+Propriety	
Natural		+Normality	
Classless		+Propriety	
Brightened	+Satisfaction		
Cheated	-Dissatisfaction		
Grateful		+Veracity	
Difficult			-Reaction

Despaired	-Happiness		
Afforded	+Satisfaction		
Canonise	+Satisfaction		
Unique		+Normality	
Mischievous			+Reaction
Unforgettable		+Normality	
Boundless			+Reaction
Greatest			+Reaction
Wonderful			+Reaction
Instinctive			+Valuation
Immersed	-Security		
Greater			-Reaction
Innermost			+Reaction
Insecure		-Capacity	
Childlike		+Normality	
Childlike		+Veracity	
Deep			+Reaction
Cherished	+Satisfaction		
Admiring	+Satisfaction		
Sparkled	+Satisfaction		
Cherish	+Satisfaction		
Proud		+Veracity	
Meant	+Satisfaction		
Treasure	+Satisfaction		
Enormous			+Reaction
Mothered	+Satisfaction		
Endured	+Happiness		
Bizarre			-Composition
Greatest			-Reaction
Beloved		+Normality	
Pledge	+Satisfaction		
Imaginative			+Reaction
Loving			+Reaction
Exceptional		+Normality	
Sing	+Satisfaction		
Respect	+Satisfaction		
Encourage		+Security	
Care	+Satisfaction		
Chewed up	-Happiness		
Great			-Reaction
Dreadful			-Reaction
Beautiful			+Reaction
Radiant			+Reaction

Proud		+Veracity
Able		+Capacity
Unique		+Normality
Complex		+Normality
Extraordinary		+Normality
Irreplaceable		+Capacity
Extinguished	+Security	

3.2. Analysis of Attitudinal Resources in John McCain's Eulogy

This section presents the analysis of attitudinal resources in Obama's eulogy for John McCain.

3.2.1. Analysis of Affect

There are many examples of affect in this eulogy, such as:

- (13) *President Bush and I are among the **fortunate** few who competed against John at the highest level of politics.*
- (14) *I'll **admit sadness** and also a certain surprise.*
- (15) *And he would **maintain** that buoyant spirit to the very end.*
- (16) *And finally, while John and I **disagree** on all kind of foreign-policy issues.*
- (17) *John **never hesitated** to tell me when he thought I was screwing up.*

In sentence (13), Obama expresses his happiness for being one of the few who has competed against John in the electoral campaign. '**Fortunate**' is a direct and positive mental verb and it belongs to the subcategory of '**happiness: cheer**'. McCain's death saddens Obama. The phrase '**admit sadness**' in sentence (14) expresses a direct and negative mental state and belongs to the subcategory of '**unhappiness: misery**'. Obama, in sentence (15) shows his mental state by expressing how McCain maintained a lively and cheerful spirit. The verb '**maintain**' is a direct and positive one falling under the subcategory of '**satisfaction: interest**'. Obama and McCain share their dissatisfaction of the foreign policy. The verb '**disagree**' in sentence (16), which is mental, direct and negative, belongs to the subcategory of '**Dissatisfaction: displeasure**'. McCain is described, throughout the eulogy, as a confident and trusted individual. In sentence (17), the appraiser clearly manifests this characteristic by stating that McCain, once, with absolute confidence, tells him that he was doing wrong. The '**never hesitated**' phrase is a mental one which expresses a direct and positive feeling, and it belongs to the subcategory of '**security: confidence**'.

3.2.2. Analysis of Judgement

Examples of judgement are:

- (18) *We come to celebrate an **extraordinary** man, as **warrior**, a **statesman**, a **patriot**, ...*
- (19) *And he would maintain that buoyant spirit to the very end, to **stubborn** to sit still, **opinionated** as ever...*
- (20) *And much has been said this week about what a **maverick** John was.*

Obama in sentence (18) describes McCain as an exceptional man that had an institutionalised and professionalised career. He was a man who is politically wise, experienced and respected, and one who is loyal to his nation. The adjectives ‘**extraordinary**’, ‘**warrior**’, ‘**statesman**’ and ‘**patriot**’ are direct and positive and they express the subcategory of ‘**social esteem: normality**’. Sentence (19) focuses on McCain’s interest in good work and his cheerful spirit. He was persistent and tenacious. Adjectives like ‘**stubborn**’ and ‘**opinionated**’ that express capacity belong to the subcategory of ‘**social esteem: capacity**’. The eulogizer, in sentence (11), sheds light on McCain’s tenacity. McCain was an independent man whose basic desire was to run his work freely and takes a stand apart from his associates. The adjective ‘**maverick**’ is a positive one that falls within the subcategory of ‘**social esteem: tenacity**’.

3.2.3. Analysis of Appreciation

Examples of appreciation are:

- (21) *But after our conversation ended, I realised how well it captured some of John’s **essential** qualities.*
 (22) *That’s why he championed a **free** and **independent** press vital to our democratic debate.*
 (23) *John believed in **honest** argument and hearing other view.*

McCain is described as a man of high qualities. The adjective ‘**essential**’ in sentence (21) expresses a positive judgement and it points to McCain’s qualities which were intrinsic. It belongs to the subcategory of ‘**reaction: quality**’. In sentence (22), Obama states that McCain always believed in a different way of running his campaigns. His views on the importance of ‘**independent**’ and ‘**free**’ press exemplified his democratic ideals. Obama used direct adjectives to positively assess McCain’s electoral programs. These adjectives belong to the subcategory of ‘**valuation**’. Moreover, McCain always believed in candid, truthful and frank arguments, avoiding complex debates. The adjective ‘**honest**’ in sentence (23) is direct and positive. It belongs to the subcategory of ‘**composition: complexity**’. Table (2) below shows the attitudinal resources in John McCain’s eulogy:

Table (2): Attitudinal Resources in John McCain’s Eulogy

Appraising Items	Affect	Judgement	Appreciation
Beloved	+Normality		
Celebrate	+Satisfaction		
Extraordinary		+Normality	
Warrior		+Tenacity	
Stateman		+Normality	
Patriot		+Normality	
Fortunate	+Happiness		
Highest			+Reaction
Precious			+Valuation
Singular			+Valuation
Admit sadness	-Happiness		
Captured	+Satisfaction		

Essential			+Reaction
Unpredictable		+Normality	
Didn't want a memorial...	+Satisfaction		
Maintain	+Satisfaction		
Buoyant			+Reaction
Stubborn		+Capacity	
Opinionated		+Capacity	
Mischievous			+Reaction
Different		+Normality	
Broken			-Reaction
Distinguished		+Capacity	
Standard-bearer		+Propriety	
Hesitated	+Security		
Long-standing			+Valuation
Rebellious		+Tenacity	
Commit	+Satisfaction		
Bigger			+Reaction
Highest			+Reaction
Youthful		+Capacity	
Passed	+Security		
Maverick		+Tenacity	
Conservative		+Tenacity	
Cared	+Satisfaction		
Arcane			-Composition
Boisterous			-Composition
Believed	+Security		
Honest			+Composition
Championed	+Satisfaction		
Free			+Valuation
Independent			+Valuation
Great			+Reaction
Equal		+Normality	
Inalienable			+Composition
Pushing back against...	+Security		
Certain	+Security		
Saw himself as defendant	+Security		
Disagreed	-Satisfaction		
Indispensable			+Valuation
Great			+Reaction
Great			+Reaction
Great			+Reaction
Universal values			+Valuation

4. Findings and Discussion

Upon the analysis of the attitudinal resources available in both texts, the study has arrived at some significant results. The results and discussion of each sub-system of attitude will be given next. The distributions of the affect in both texts are illustrated in the following table:

Table (3) Distribution of Affect in Diana and McCain's Eulogies

Eulogy	Items of Affect					
	Happiness	Unhappiness	Satisfaction	Dissatisfaction	Security	Insecurity
Diana	1	3	14	1	2	1
McCain	1	1	7	1	6	0
Total	2	4	21	2	8	1

According to table (3), **affect** is the most used sub-system of attitude in Spencer's eulogy and comes second in Obama's eulogy. The eulogists employed many verbs of feeling; some verbs express sadness while the majority are used to either describe how the eulogized individual's personality was and the exceptional and lovely moments they shared with him/her. Although this is a funeral speech, but the majority of the feelings are employed to express positive attitudes like '**satisfaction**' which is the dominant subcategory in the two eulogies. This indicates that Spencer and Obama feel they were fortunate to have been close to such wonderful people as Diana (for Spencer) and as McCain (for Obama). Spencer goes as far as pledging his word for his sister. This pertains to his interest in doing good and working hard to cherish her memory.

Spencer, on behalf of all Princess Diana's fans, is dissatisfied with the reasons that had led to her sudden and mysterious death and with the short life that such an extraordinary woman lived. Obama expresses how McCain feels about foreign-policy issues. Sometimes he disagrees with Obama and reveals his '**displeasure**' with what Obama does.

There are also feelings of '**security**' and '**insecurity**'. The latter is recognised when Spencer along with the poor, homeless, and sufferers of diseases feel insecure now that no one cares for them the way Diana did. The former is recognised when he states that he will do the best he can to help the Diana's sons in their life, particularly in their royal role. On the other hand, McCain is described as a source of security. He is the scion of one of America's most distinguished military families. He is recognised as a man of dependability and trust. He never hesitated and passed his tests with confidence; therefore, feelings of '**insecurity**' are not there in the entire eulogy.

Concerning the element of '**happiness**' in both texts, in Spencer's eulogy, feelings of 'happiness' are not there. In this sense, Spencer is seen as satisfied most of the time, but is never happy. This reveals how sad his innermost feelings are. The feelings of '**happiness**' are present in Obama's eulogy. This is indicated when Obama reminisces cheerfully about the times he and Bush have spent with McCain, especially during their presidency, saying that MaCain made them better. Feelings of '**unhappiness**' are available in the two eulogies as the eulogists express their sadness for losing great persons.

Table (4) Distribution of Judgement in Diana and McCain's Eulogies

Eulogy	Items of Affect				
	Normality	Capacity	Tenacity	Veracity	Propriety

Diana	9	3	0	4	2
McCain	7	4	4	0	1
Total	16	7	4	4	3

Table (4) displays that **judgement** is used more in Spencer's eulogy than in Obama's since the appraiser sheds light on how special Diana as a character was. She was portrayed as in terms of '**normality**' as someone with a natural innateness that had many instinctive and distinctive characteristics. The subsystem of '**normality**' is the one most used as both eulogizers employ a large number of adjectives to describe the eulogized persons.

Regarding princess Diana's '**capacity**', she is characterised as having a strong desire to be capable to do everything intelligently and precisely; that is, she did her job perfectly. Her tendency to care for and help those in need for help is described as both magnificent and tremendous. Other times, Diana remained "*an insecure person at heart*", someone who seemed to behave in a childlike manner, not paying attention to what was being woven beyond. On another note, McCain is never described as an insecure person. He was always seen as confident, trusting in himself, stubborn and opinionated.

As far as '**tenacity**' is concerned, Diana is never described as independent and free. She was fragile, having private and public problems. In contrast, McCain, throughout the eulogy, is depicted as a man of tenacity. He is a warrior, rebellious, and maverick.

However, since Diana is down-to-earth, honest and frank, the subcategory of '**veracity**' is used by the appraiser from time to time. Contrarily, in Obama's eulogy, veracity is referred to only once. This is due to the difference in gender and personality. While Diana is viewed as having more honesty and care, Obama is seen to pay more attention to other aspects of McCain's character than veracity.

Throughout the eulogy, Diana is described as being beyond reproach. In other words, she is respectful, modest, charitable and generous regardless of her political power and her royal role. This is evident in the subcategory of '**propriety**' which is used more here than in Obama's eulogy. Hence, we have two parallel sides. The first is Diana, whose sense of propriety is reflected in her care and classlessness. The second is McCain, for whom propriety is manifested in his patriotism and standard-bearing.

Spencer employs a large number of adjectives of feminist nature while Obama uses many adjectives of masculinity. Consequently, gender difference of the deceased plays a prime role in the choice of adjectives. Moreover, the relationship between the eulogist and the eulogized is also observed as important. Spencer uses such affective adjectives to describe his sister as 'natural', 'unforgettable' 'beloved' and 'unique'. In the case of Obama, more emphasis is paid to describe how McCain is as a political rival, a friend, not a family member.

Table (5) Distribution of Appreciation in Diana and McCain's Eulogies

	Items of Affect		
Eulogy	Reaction	Composition	Valuation
Diana	16	1	3
McCain	11	4	7
Total	27	5	10

Appreciation, as shown in table (5), appears more in Obama's eulogy than in Spencer's. Spencer pays a close attention to the evaluation of the things that Diana possessed. He employs a lot of adjectives that reveal what a person of 'reaction: impact' the princess was. Her behaviours, deeds, attributes and age are described as 'greatest', 'enormous', 'radiant'. Other times there are negative adjectives like 'tearful' and 'dreadful' which are used to portray how difficult it is to lose her and how bleak life is without her. However, in Obama's eulogy, McCain's life and words are described as having more '**quality**'. He has the highest level of politics and he has essential qualities.

Spencer also admires Diana for her imaginative and loving way of caring. There is something in Diana that grabs him positively; therefore, he explicitly expresses it to the world. Spencer also addresses how Diana's life is not balanced. Sometimes it is irregular and uneven. Other times it is flawed. He uses the adjective '**bizarre**' to indicate the irregularity of her life. On the other hand, McCain is characterised as being a more balanced and unpredictable man. At a different time, he was frank and candid.

Spencer is also seen to particularly value Diana's most God-given gift, her innateness of feeling. Her instinctive feeling is something unique, real, authentic and worthwhile. However, Obama focuses on valuing McCain's honor as precious and singular and valuing his press conferences as free and independent. Consequently, the subcategory of '**valuation**' is used more in Obama's eulogy. This is due to the difference in state roles. McCain played a vital role in the political aspects of America .i.e. he made major contributions. Diana, on the contrary, played a minor role in politics.

5. Conclusions

The study arrives at the following conclusions:

1. Appraisal Theory deals with evaluative language; therefore, the feelings, opinions and appreciations of the eulogist's can be best explained by categories and subcategories spelt out in this theory.
2. One of the main features of a eulogy is to reveal the deceased's character and behaviour and applaud him/her highly. So, most of the time, the eulogisers are recognised to present the unique traits, God-given gifts and achievements of the eulogized.
3. **Affect** is the most frequently occurring sub-system of attitude in Spencer's eulogy. It is utilised more by him than Obama. This is mainly due to his intense interest in expressing his feelings towards his sister especially when he promises to cherish her memory. Obama pays more attention not to his own interests, but to McCain's interests and sense of '**security**', and '**satisfaction**'.
4. The analysis of **judgement** reveals that the subcategory of '**social esteem**' is dominant over '**social sanction**'. Diana is natural and modest whereas McCain is described as a man of ability and undependability; therefore, Spencer focuses on '**normality**', and '**propriety**' while Obama focuses on '**capacity**' and '**tenacity**'.
5. The analysis of **appreciation** shows that the subcategory of '**reaction**' dominates since the eulogists, most often, illustrate the unique quality and impact of the deceased's work and attributes. The subcategory of '**composition**' is used more in Obama's eulogy as he centralises how powerful, balanced and arcane McCain was. The subcategory of '**valuation**' also appears more in Obama's eulogy because he intensely values McCain's deeds and contributions.

6. Based on the analysis, the positive appraisals are employed more than the negative ones. ‘Satisfaction’, for instance, is the prevailing subcategory of affect. This is due to the fact that the main goal of a eulogy is to praise the deceased person and ease the grief of the family and mourners. As such, positive judgements and appreciations are more than the negative ones. The reason for this is that the eulogists are interested in explicitly expressing the real character and behaviour of their eulogized and the situations and objects related to them.
7. Gender difference plays a major role in revealing the eulogizers’ feelings and the judgements (use of adjectives) and appreciations of the deceased. While Spencer uses more feminine descriptions, Obama uses more masculine descriptions.
8. The type of the relationship between the eulogizer and the eulogized is proved as significant. Diana is Spencer’s sister i.e. of his own blood. John McCain is only a best friend, having no blood relation to Obama. That is why Spencer’s sadness is recognised to be more profoundly expressed than that of Obama’s
9. Most of the attitudinal resources are explicitly explained. This denotes that the appraisers are interested in delivering their eulogies in a direct, simple and straightforward way.

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